

2015 – Quarter 4 Issues and Programs

Inserted into the KUOA Public File on January 8, 2016

Issues:

1. Halloween Safety
2. Underage Drinking and Driving
3. Sexual Assault
4. Holiday Meals and Shelter for the Needy

Programs:

1. "Halloween Safety Tips"
Variable length live announcements (generally 30 to 60 seconds)
October 19, 2015 through October 31, 2015
All air talent discussed safety precautions for Halloween. Safety tips included a reminder that costumes should include reflective surfaces for visibility at night, basic pedestrian safety tips for crossing streets, and treats should only be consumed if sealed in original packaging.
2. "Underage Drinking and Driving Prevention"
15 second public service announcements
November 2, 2015 through November 13, 2015
Aired two rotating public service announcements provided by the Ad Council 49 times that discourage youth from drinking and driving and direct them to ultimatepartyfoul.org for more information on the consequences of drunken driving.
3. "One Thing Montage"
30 second public service announcement
November 16, 2015 through December 11, 2015
Aired a public service announcement provided by the Ad Council 107 times reminding listeners that consent is the one thing that is absolutely required for sex, and directing them to itsonus.org for further information.
4. "Holiday Meals and Shelter for the Needy"
Variable length live announcements (generally 30 to 60 seconds)
November 16, 2015 through November 25, 2015
December 14, 2015 through December 24, 2015
All air talent provided locations throughout Northwest Arkansas at which one might find meals and / or shelter if needed during the holidays. Additionally, contact information was provided for those wishing to assist organizational efforts to provide meals and shelter.